

**Subject:** Re: Planet Fitness Ribbon Cutting

**From:** Diana Yedoyan

**Date:** 07/07/2016 09:22 AM

**To:** Noah Strouse

**CC:** Mayra Alvarez <[mayra.alvarez@lacity.org](mailto:mayra.alvarez@lacity.org)>, Jessica Alvarenga <[jessica.alvarenga@lacity.org](mailto:jessica.alvarenga@lacity.org)>, Blair Besten <[blair@historiccore.bid](mailto:blair@historiccore.bid)>, Patti Berman <[patti.berman@dlanc.com](mailto:patti.berman@dlanc.com)>

Hey Noah,

I'll let Mayra respond, but this is during Council Recess and believe the CM is out of town.

On Wed, Jul 6, 2016 at 2:16 PM, Noah Strouse <[noah@historiccore.bid](mailto:noah@historiccore.bid)> wrote:

Apologies, just received word that they'd like to change the requested window to July 19th - 22nd.



**NOAH STROUSE**

*Director of Marketing & Services*

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On Wed, Jul 6, 2016 at 1:48 PM, Noah Strouse <[noah@historiccore.bid](mailto:noah@historiccore.bid)> wrote:

Dear Mayra,

The Historic Core BID would like to hold a ribbon cutting ceremony to celebrate the opening of national gym chain Planet Fitness's opening on Broadway and 5th. The gym brings an important asset to the community and activates the previously vacant storefront on a difficult stretch of Broadway.

The company has just informed us that their COO will be in town July 18th - 21st and they would like to schedule a ceremony during those dates. Is there any availability on the Councilmember's schedule that week?

Thank you,

Noah



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